

Message Text

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PAGE 01 LONDON 02495 111757Z
ACTION EUR-12

INFO OCT-01 EA-09 ISO-00 EURE-00 EB-08 USIA-15 /045 W
-----111921Z 011063 /46

P R 111716Z FEB 77
FM AMEMBASSY LONDON
TO SECSTATE WASHDC PRIORITY 561
USDOC WASHDC PRIORITY
USIA WASHDC
INFO AMEMBASSY PARIS
AMEMBASSY STOCKHOLM
AMEMBASSY SYDNEY
AMEMBASSY TAIPEI
AMEMBASSY TOKYO
AMEMBASSY VIENNA
AMCONSUL ZURICH

UNCLAS LONDON 2495

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: US HOUSEWARES UNIVERSAL SHOWCASE - U.S.H.U.S. :
VIDEO/CATALOG EXHIBITION WITH PRODUCT SAMPLES

1. POST OF OPINION UK HOUSEWARES MARKET GOOD. AT
THIS MOMENT HAVE SOME RESERVATIONS THAT HOUSEWARES IS
MARKET THAN CAN BE EXPLOITED BY VIDEO/CATALOG TECHNIQUE.

2. SCHEDULING U.S.H.U.S. ON SEPTEMBER 19 WILL REQUIRE
MOVING TRADE CENTER, 'QUALITY CONTROL AND MATERIALS
TESTING EQUIPMENT SHOW' TO ONE WEEK LATER.

3. "OVERSEAS COSTS" MENTIONED REFTTEL MUCH TOO LOW.
HOUSEWARES MARKET UK REQUIRES MORE LIST BUILDING, MORE
MAILING AND MORE EXTENSIVE PROMOTION AS MARKET NOT
CLEARLY DEFINED. PRODUCT CATEGORY ALSO LENDS SELF TO
RECEPTIONS AND LTC HOSPITALITY FUNDS WILL BE EXHAUSTED
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BY TIME SHOW.

4. USIS LONDON HAS TWO VTR CASSETTE PLAYERS APPARENTLY
COMPATIBLE WITH PLANNED PRODUCTION. DOES NOT HAVE LARGE
SCREEN/PROJECTOR HOWEVER. RENTAL PROJECTOR/SCREENS COSTS
200 POUNDS PER UNIT PER DAY. AVAILABLE SYSTEMS BOTH OF
US ORIGIN. LOCAL PURCHASE COSTS ARE:

A. CV3 PROJECTOR SCREEN MANUFACTURED BY NORTH AMERICAN PROJECTION COMPANY. (THIS SYSTEM HAS HIGH QUALITY FLAT PROJECTION AND FOLD-DOWN SCREEN FOR EASY TRANSPORTATION), UK PRICE 4,790 POUNDS.

B. ADVENT VIDEO BEAM MADE BY THE ADVENT VIDEO BEAM COMPANY (THIS SYSTEM HAS PARABOLIC SCREEN WHICH IS LOWER IN PICTURE QUALITY), UK PRICE 4,390 POUNDS. WOULD APPRECIATE USDOC REPORTING US PURCHASE PRICE.

5. WE NEED FULL DETAILS ALL EXHIBITORS WELL AHEAD FOR PROPER LIST BUILDING AND PROMOTION.

ARMSTRONG

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Handling Restrictions: n/a
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Date: 15-Oct-2004 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
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Review Withdrawn Fields: n/a
SAS ID: 3344330
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Status: NATIVE
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